Amendments to the Claims:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1-20.   (Canceled)

21.   (Currently Amended)   A print control device employed for printing a character string including characters and/or symbols on a plurality of labels arranged on a long tape-like print medium along the length of the print medium, comprising:

a character string memory which stores a character string to be printed;

a separating point detecting unit that detects one or more separating points in the character string stored in the character string memory based on a separation condition as a particular character string arrangement condition;

a character string separating unit that lets character strings, obtained by separating the character string stored in the character string memory at the separating points detected by the separating point detecting unit, be separately printed on different labels on the print medium;

a separation condition memory that stores at least one selected from an editing code, a single character, a particular character string and a particular character string attribute as the separation condition; and

an alteration unit which alters memory contents of the separation condition ~~memory~~memory;

_____   wherein the separation condition in the character string indicates the separating points in the character string and a characters and/or symbol represented by the separation condition itself is printed in ink on the labels.

22.   (Previously Presented)   The print control device according to claim 21, wherein the separation condition memory stores the particular character string or the particular character string attribute as the separation condition.

23.   (Canceled)

24.   (Previously Presented) The print control device according to claim 21, wherein the character string separating unit is capable of changing positions of the character strings, obtained by the separation at the separating points detected based on the separation condition, on the print medium.

25.   (Canceled)

26.   (Previously Presented) The print control device according to claim 21, wherein the separation condition in the character string is used exclusively for indicating the separating points in the character string and no character or symbol represented by the separation condition itself is printed on the labels.

27.   (Currently Amended) A non-transitory computer-readable storage medium that stores a computer-executable program for printing a character string including characters and/or symbols on a plurality of labels arranged on a long tape-like print medium along the length of the print medium, the program comprising:

        instructions for storing a character string to be printed in a character storing memory;

        instructions for detecting one or more separating points in the character string stored in the character string memory based on a separation condition as a particular character string arrangement condition;

        instructions for letting character strings, obtained by separating the character string stored in the character string memory at the separating points, be separately printed on different labels on the print medium;

instructions for storing at least one selected from an editing code, a single

character, a particular character string and a particular character string attribute as the

separation condition in a separation condition memory; and

instructions for altering memory contents of the separation condition

~~memory~~memory;

_____ wherein the separation condition in the character string indicates the separating

points in the character string and a character and/or symbol represented by the separation

condition itself is printed in ink on the labels.

28.   (Currently Amended)   The non-transitory computer-readable storage medium

according to claim 27, wherein the instructions for storing are for storing the particular

character string or the particular character string attribute as the separation condition in a

separation condition memory.

29.   (Canceled)

30.   (Currently Amended)   The non-transitory computer-readable storage medium

according to claim 27, wherein the character string separating unit is capable of changing

positions of the character strings, obtained by the separation at the separating points detected

based on the separation condition, on the print medium.

31.   (Canceled)

32.   (Currently Amended)   The non-transitory computer-readable storage medium

according to claim 27, wherein the separation condition in the character string is used

exclusively for indicating the separating points in the character string and no character or

symbol represented by the separation condition itself is printed on the labels.

33-40. (Canceled)

41.   (New) The print control device according to claim 21, wherein the character string separating unit further lets bar code symbols be separately printed on different labels on the print medium.

42.   (New) The non-transitory computer-readable storage medium according to claim 27, wherein the instructions for letting character strings include instructions for letting bar code symbols to be separately printed on different labels on the print medium.